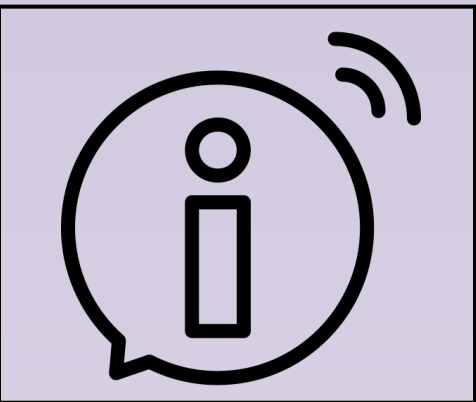# Business Insights 360

Info

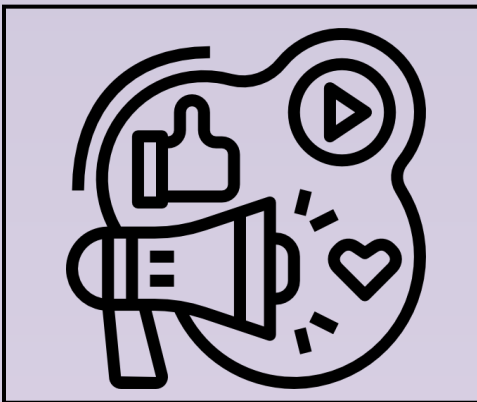Download **user manual** and get to know the key information of this tool.

Finance View

Get **P & L statement** for any customer / product / country or aggregation of the above over any time period and More.
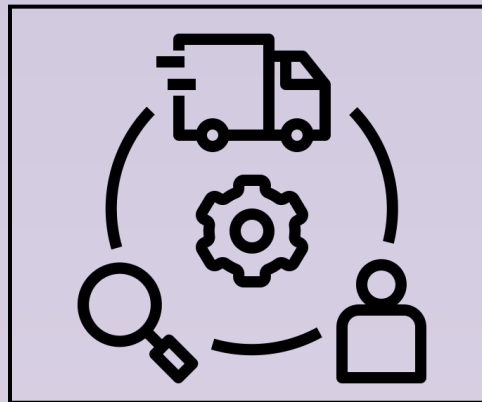
Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability**

Marketing View

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability**

Supply Chain View

Get **Forecast Accuracy**, Net Error and risk profile for product, segment, category, customer etc.
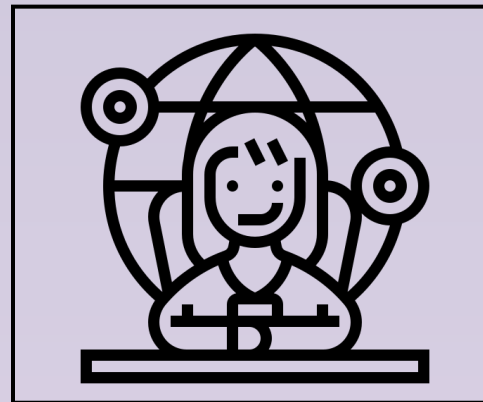
Executive View

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

Support

Get your **issues resolved** by connecting to our support specialist.

vs LY | vs Target

Net Sales Performance Over Time

$2.76bn ✓	17.15% ✓	-34.61% !
BM: 618.92M (+345.15%)	BM: 16.48% (+4.08%)	BM: -26.88% (-28.72%)
Net Sales	**GM %**	**Net Profit %**

Profit and Loss Statement

Line Item ▼	2022 Est	BM	Chg	Chg %
Net Profit %	-34.61	-26.88	-7.72	28.72
Net Profit	-953.45	-166.39	-787.06	473.01
Operational Expense	-1,425.90	-268.37	-1,157.53	431.33
GM / Unit	5.23	2.03	3.20	157.39
Gross Margin %	17.15	16.48	0.67	4.08
Gross Margin	472.45	101.97	370.48	363.30
Total COGS	2,282.68	516.95	1,765.73	341.57
- Other Cost	11.41	2.55	8.87	348.42
- Freight Cost	73.99	16.63	57.36	344.99
- Manufacturing Cost	2,197.28	497.78	1,699.50	341.42
Net Sales	2,755.13	618.92	2,136.21	345.15
Total Post Invoice Deduction	2,887.99	653.21	2,234.78	342.12
- Post Deductions	1,044.30	235.80	808.50	342.87
- Post Discounts	1,843.69	417.41	1,426.28	341.70
Net Invoice Sales	5,643.13	1,272.13	4,370.99	343.59
Pre Invoice Deduction	1,727.01	392.50	1,334.51	340.00
Gross Sales	7,370.14	1,664.64	5,705.50	342.75

Net Sales Performance Over Time chart: ● Selection ● vs BM

Y-axis: 0, 100, 200, 300, 400
X-axis: Sep 2021, Nov 2021, Jan 2022, Mar 2022, May 2022, Jul 2022

Top / Bottom Products & Customers by Net Sales

Region	P & L Values	P & L Chg %
⊞ APAC	1,423.61	332.92
⊞ EU	591.03	311.10
⊞ LATAM	11.80	389.92
⊞ NA	728.69	406.36
Total	**2,755.13**	**345.15**

segment ▲	P & L Values	P & L Chg %
⊞ Accessories	334.76	82.05
⊞ Desktop	524.50	1,405.56
⊞ Networking	28.36	-16.42
⊞ Notebook	1,165.18	482.04
⊞ Peripherals	662.08	428.84
⊞ Storage	40.25	-1.55
Total	**2,755.13**	**345.15**

BM= Benchmark, LY= Last Year

Customer Performance

customer	NS $	GM $	GM %
Acclaimed Stores	$54.26M	11.04M	20.36%
All-Out	$3.50M	0.80M	22.98%
Amazon	$366.04M	56.03M	15.31%
Argos (Sainsbury's)	$10.36M	2.05M	19.82%
Atlas Stores	$12.63M	1.04M	8.20%
Atliq e Store	$226.33M	36.71M	16.22%
AtliQ Exclusive	$267.76M	75.69M	28.27%
BestBuy	$35.20M	8.47M	24.05%
Billa	$5.50M	0.34M	6.22%
Boulanger	$18.66M	3.25M	17.42%
Chip 7	$20.06M	2.85M	14.21%
Total	**$2,755.13 M**	**472.45 M**	**17.15%**

Performance Matrix

Region ● APAC ● EU ● LATAM ● NA

9%
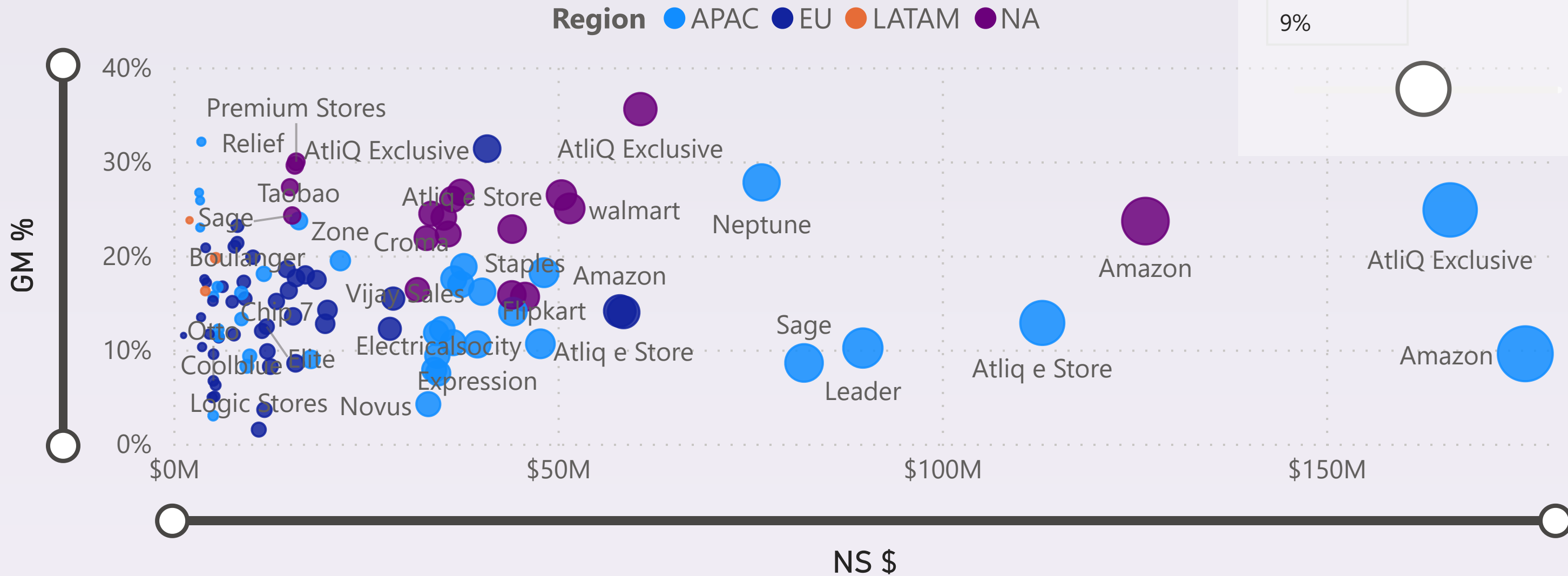
Product Performance

segment	NS $	GM $	GM %
⊞ Accessories	$334.76M	56.99M	17.02%
⊞ Desktop	$524.50M	91.64M	17.47%
⊞ Networking	$28.36M	5.02M	17.70%
⊞ Notebook	$1,165.18M	198.67M	17.05%
⊞ Peripherals	$662.08M	113.11M	17.08%
⊞ Storage	$40.25M	7.03M	17.47%
Total	**$2,755.13M**	**472.45M**	**17.15%**

Unit Economics

● Total Post Invoice Ded... ● Net Sales ● Pre Invoice ...

1.73K (23.43%)
2.89K (39.19%)
2.76K (37.38%)

● Total COGS ● Gross Margin

0.47K (17.15%)
2.28K (82.85%)
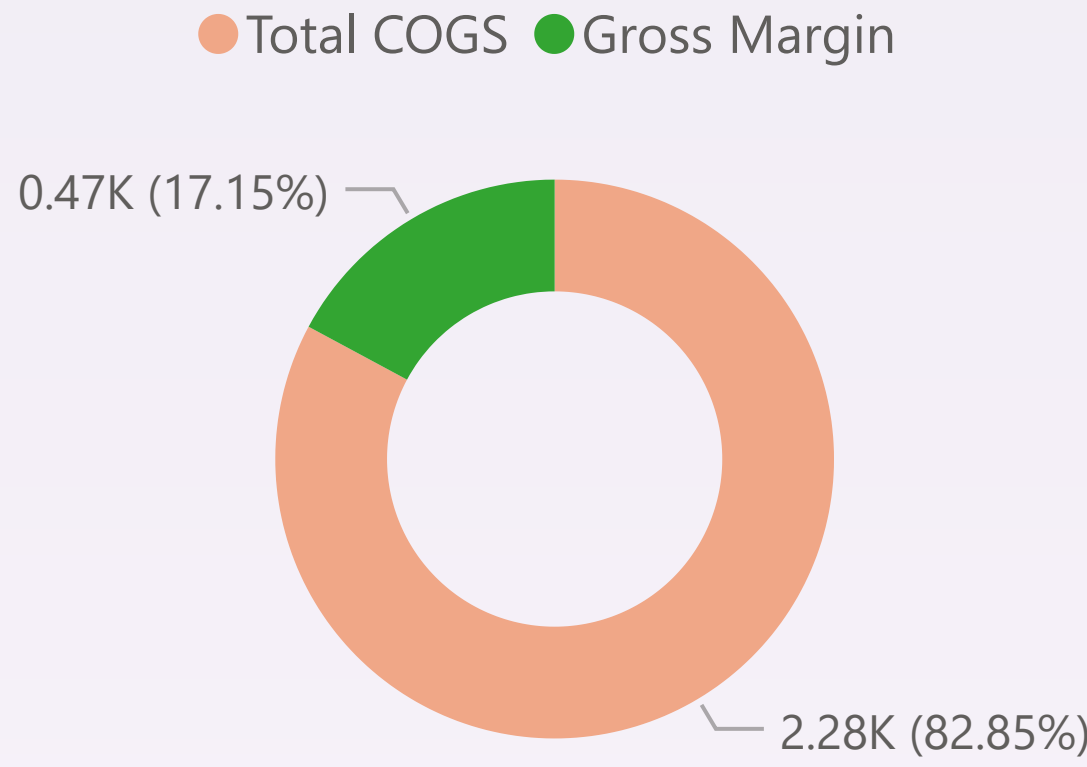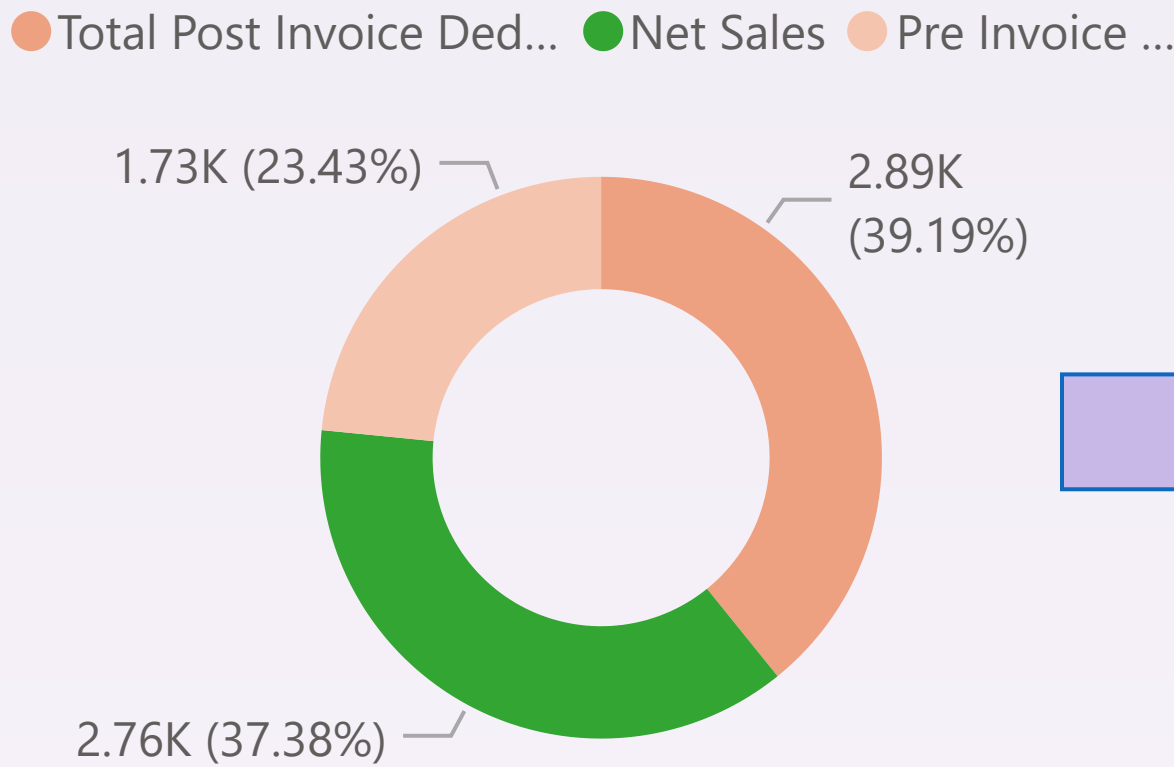
Region, market: All

customer: All

segment, category, prod...: All

2018 | 2019 | 2020 | 2021 | 2022 Est

Q1 | Q2 | Q3 | Q4

YTD | YTG

Show GM %

Product Performance

segment	NS $	GM $	GM %	Net Profit $	Ne
⊟ **Storage**	**$40.25M**	**7.03M**	**17.47%**	**-13.81M**	
⊞ USB Flash Drives	$2.73M	0.44M	16.04%	-0.97M	
⊞ External Solid State Drives	$37.52M	6.59M	17.57%	-12.83M	
⊞ **Peripherals**	**$662.08M**	**113.11M**	**17.08%**	**-229.41M**	
⊞ **Notebook**	**$1,165.18M**	**198.67M**	**17.05%**	**-404.51M**	
⊞ **Networking**	**$28.36M**	**5.02M**	**17.70%**	**-9.69M**	
⊞ **Desktop**	**$524.50M**	**91.64M**	**17.47%**	**-179.78M**	
⊞ **Accessories**	**$334.76M**	**56.99M**	**17.02%**	**-116.25M**	
Total	**$2,755.13M**	**472.45M**	**17.15%**	**-953.45M**	

Performance Matrix

division ● N & S ● P & A ● PC

Net Profit % vs NS $ scatter plot with points: MotherBoard, External Solid State Drives, Internal HDD, Personal Desktop, Processors, Business Laptop, Keyboard, Personal Laptop, Mouse, Gaming Laptop, Batteries, Graphic Card, USB Flash Drives
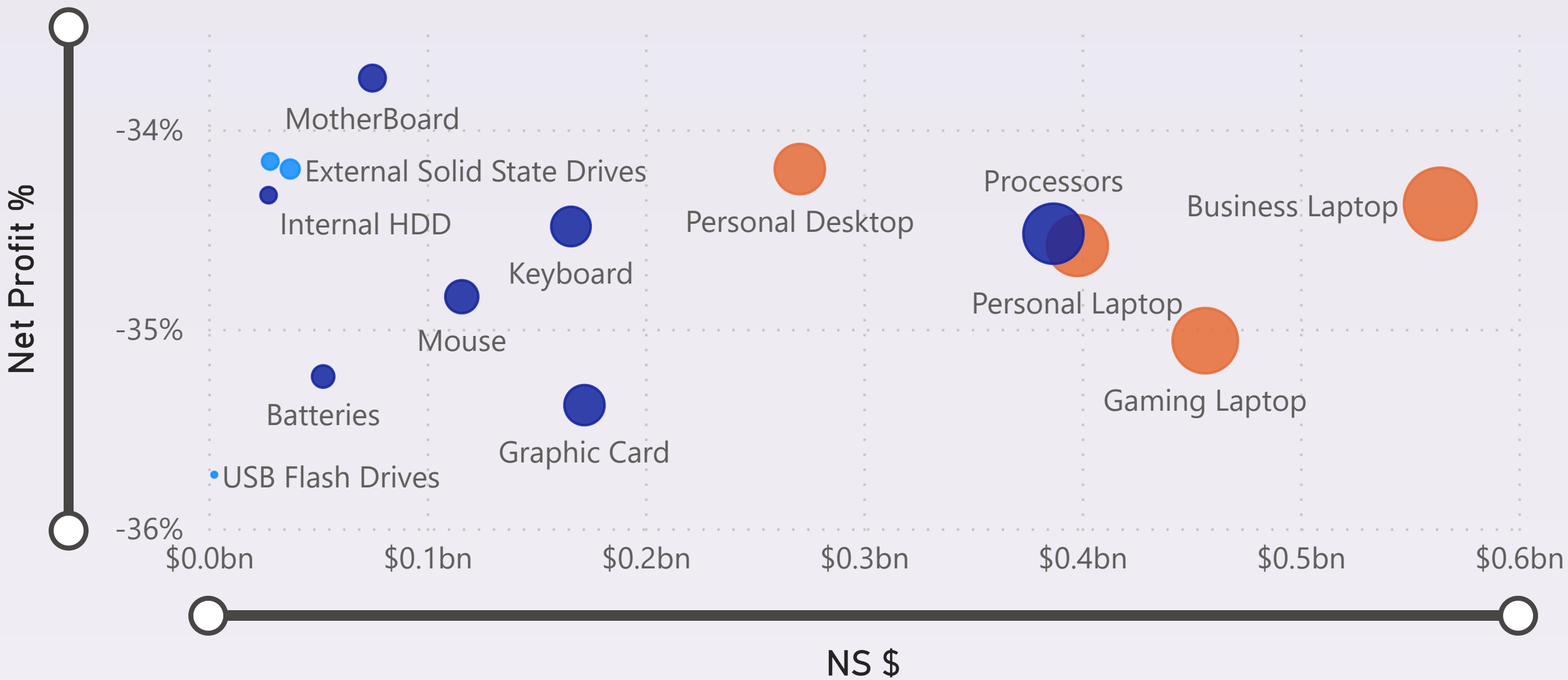
Region/Market/Customer Performance

Region	NS $	GM $	GM %	Net Profit $	Net Profit %
⊞ APAC	$1,423.61M	205.84M	14.46%	-507.93M	-35.68%
⊞ NA	$728.69M	175.76M	24.12%	-255.50M	-35.06%
⊞ EU	$591.03M	88.58M	14.99%	-187.81M	-31.78%
⊞ LATAM	$11.80M	2.27M	19.21%	-2.21M	-18.72%
Total	**$2,755.13M**	**472.45M**	**17.15%**	**-953.45M**	**-34.61%**

Unit Economics

● Total COGS ● Gross Margin

0.47K (17.15%)
2.28K (82.85%)

● Increase ● Decrease

	Gross Margin	Operati... Expense	Net Profit
400			
200			
0			
-200			

81.17%✓
LY: 80.21% (+1.2%)
Forecast Accuracy

-3472.7K✓
LY: -751.7K (-361.97%)
Net Error

6899.0K✓
LY: 0.0K (-3485437813.77%)
ABS Error

Accuracy / Net Error Trend

● Net Error   ● Forecast Accuracy %   ● Forecast Accuracy % LY

Key Metrics By Customer

customer	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Error %	Risk
Acclaimed Stores	57.74%	50.69%	83037	10.74%	EI
BestBuy	46.60%	35.31%	81179	16.72%	EI
Billa	42.63%	18.29%	3704	3.91%	EI
Circuit City	46.17%	35.02%	85248	16.55%	EI
Control	52.06%	47.42%	64731	13.01%	EI
Costco	51.95%	49.42%	101913	15.79%	EI
Currys (Dixons Carphone)	54.29%	35.92%	8104	6.00%	EI
Leader	48.72%	24.45%	166751	10.98%	EI
Logic Stores	52.49%	51.44%	6430	2.37%	EI
Nomad Stores	53.44%	50.59%	3394	1.34%	EI
Notebillig	42.70%	18.87%	1141	1.31%	EI
Otto	45.76%	18.37%	1962	2.41%	EI
Path	50.57%	45.53%	91486	14.91%	EI
Radio Shack	45.64%	38.46%	69253	16.48%	EI
Sage	50.72%	33.58%	154291	10.06%	EI
Total	**81.17%**	**80.21%**	**-347269 0**	**-9.48%**	**OOS**

Key Metrics By Products

segment	Forecast Accuracy %	Forecast Accuracy % LY	Net Error	Net Profit %	Risk
⊞ Accessories	87.42%	77.66%	341468	-34.73%	EI
⊞ Desktop	87.53%	84.37%	78576	-34.28%	EI
⊞ Networking	93.06%	90.40%	-12967	-34.16%	OOS
⊞ Notebook	87.24%	79.99%	-47221	-34.72%	OOS
⊞ Peripherals	68.17%	83.23%	-3204280	-34.65%	OOS
⊞ Storage	71.50%	83.54%	-628266	-34.30%	OOS
Total	**81.17%**	**80.21%**	**-347269 0**	**-34.61%**	**OOS**

Region, market	customer	segment, category, prod...
All ⌄	All ⌄	All ⌄

| 2018 | 2019 | 2020 | 2021 | **2022 Est** |

| Q1 | Q2 | Q3 | Q4 |
| YTD | YTG |

| vs LY | **vs Target** |

$2.76bn !
BM: 3.81bn (-27.63%)
Net Sales

17.15% !
BM: 38.34% (-55.27%)
GM %

-34.61% !
BM: -14.19% (-143.86%)
Net Profit %

81.17% ✓
LY: 80.21% (+1.2%)
Forecast Accuracy

Key Insights By Sub Zone

Sub Zone	NS $	RC %	GM %	Net Profit %	AtliQ MS %	Net Error %	Risk
ANZ	$120.5M	4.4%	12.7% ⬇	-38.1%	1.4%	-37.61%	OOS
India	$689.0M	25.0%	13.1% ⬇	-45.6%	13.3%	-24.37%	OOS
NE	$350.4M	12.7%	13.1% ⬇	-37.4%	6.8%	-4.56%	OOS
ROA	$614.1M	22.3%	16.3% ⬇	-24.0%	8.3%	-4.56%	OOS
SE	$240.6M	8.7%	17.7% ⬇	-23.5%	16.4%	-55.47%	OOS
LATAM	$11.8M	0.4%	19.2% ⬇	-18.7%	0.3%	-2.37%	EI
Total	**$2,755.1 M**	**100.0%**	**17.1% ⬇**	**-34.6%**	**5.9%**	**-9.48%**	**OOS**

PC Market Share Trend- AtliQ & Competitors

Manufacturer ● atliq ● bp ● dale ● innovo ● pacer

	2018	2019	2020	2021	2022 Est
dale	25.7%	22.4%	22.8%	21.8%	22.3%
innovo	11.2%	10.1%	10.2%	9.6%	9.9%
bp					7.9%
pacer	8.7%	8.1%	7.6%	7.7%	7.6%
	7.8%	7.8%	7.0%	7.6%	
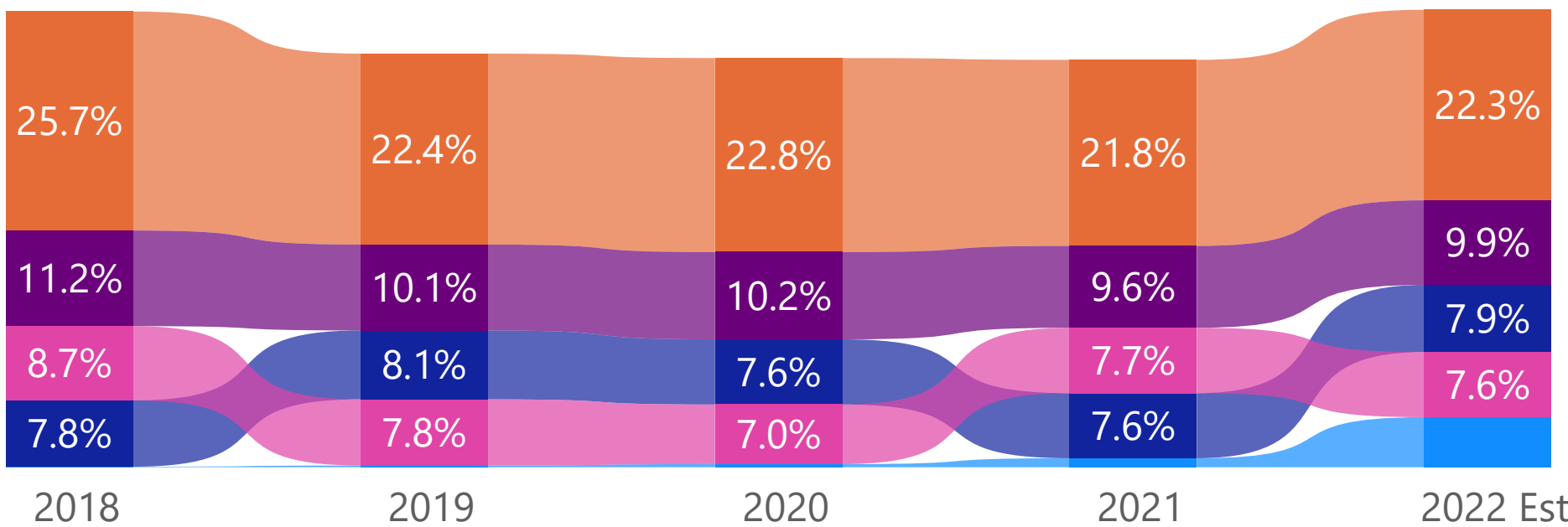
Revenue By Division

● PC ● P & A ● N & S

36.18%   61.33%
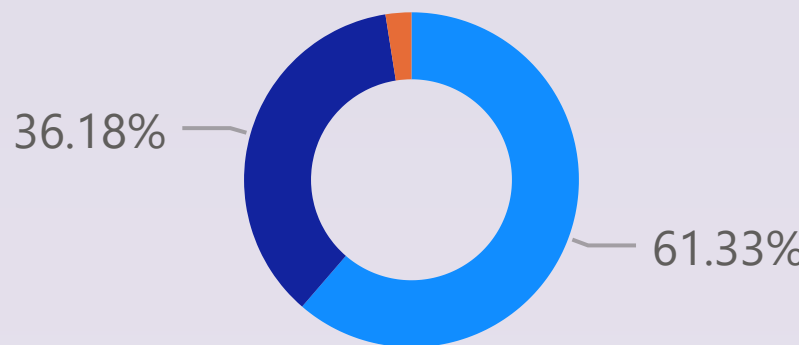
Revenue By Channel

● Retailer ● Direct ● Distributor

11.13%
17.93%   70.94%
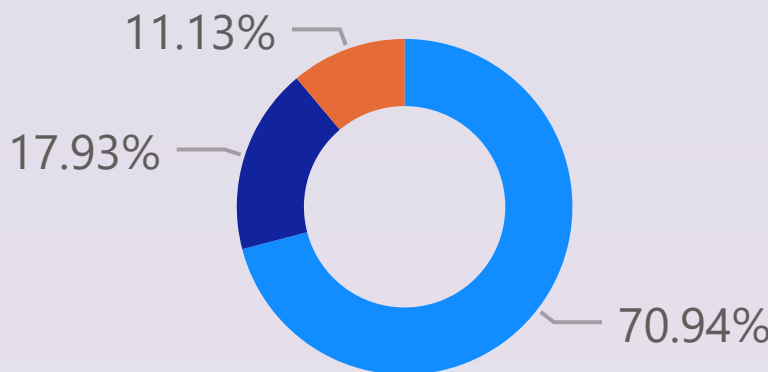
Yearly Trend By Revenue, GM%, Net Profit %, PC Market Share %

● NS $ ● GM % ● Net Profit % ● AtliQ MS %
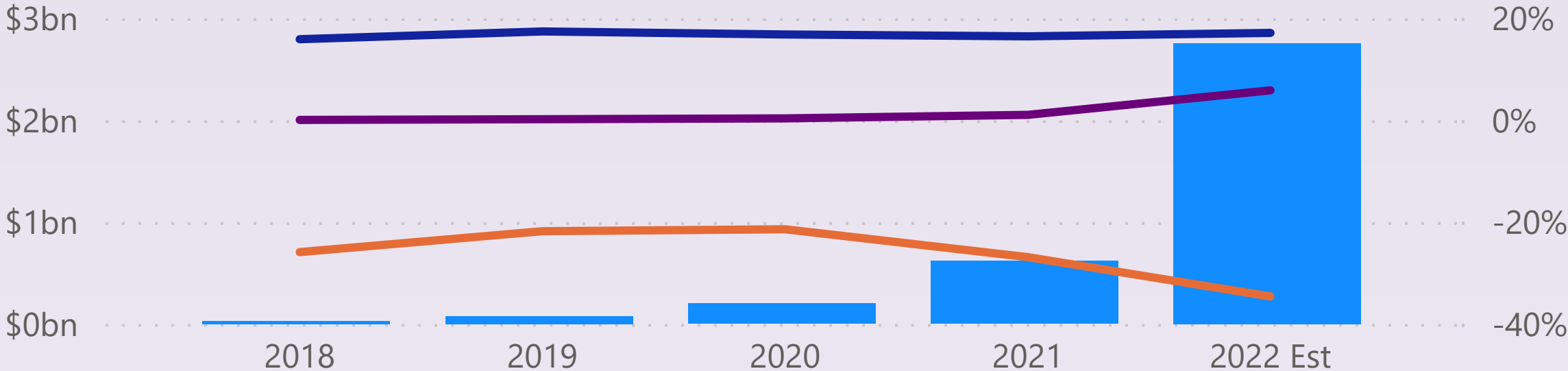
Top 5 Customers By Revenue

customer	RC %	GM %	
Amazon	13.3%	15.31%	⬇
Atliq e Store	8.2%	16.22%	⬇
AtliQ Exclusive	9.7%	28.27%	⬇
Flipkart	3.6%	20.15%	⬇
Sage	3.5%	11.07%	⬇
Total	**38.3%**	**18.85%**	

Top 5 Products By Revenue

product	RC %	GM %	
AQ BZ Allin1 Gen 2	5.4%	17.77%	⬇
AQ Home Allin1	4.1%	17.97%	⬇
AQ HOME Allin1 Gen 2	5.7%	17.22%	⬇
AQ Smash 1	3.8%	16.26%	⬇
AQ Smash 2	4.1%	16.16%	⬇
Total	**23.2%**	**17.14%**	

BM= Benchmark, LY= Last Year, EI = Excess Inventory, OOS= Out Of Stock,

Business Insights 360 Support

Get an Issue Solved

Provide Feedback

Add New Request

Check out the Contingency plan

New to Power BI?

Business Insights 360 Key Info

1. All the system data in tool is refreshed every month on 5th working day.

2. System data such as Forecast, Actuals and Historical forecast are received from Global database.

3. Non system data such as Target, Operational Expense and Market Share are refreshed on request.

4. For FAQs click here.

5. Download live excel version here.